

U.S. DEPARTMENT OF COMMERCE
Economics and Statistics Administration
U.S. CENSUS BUREAUFORM
SA-51112ADUE
DATE ▸

1999 SERVICE ANNUAL SURVEY

Periodical Publishers

NOTICE — Your report to the Census Bureau is confidential by law (Title 13, U.S. Code). It may be seen only by sworn Census employees and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

RETURN COMPLETED FORM TO

U.S. CENSUS BUREAU
1201 East 10th Street
Jeffersonville, IN 47132-0001Any questions call
1-800-772-7851 weekdays,
8:30 a.m. to 5:00 p.m. EST138
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(Please correct any error in name, address, or ZIP Code)

YOUR RESPONSE IS REQUIRED BY LAW. Title 13, U.S. Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the Census Bureau.

Item 1 SURVEY COVERAGE

This report covers all domestic locations operated by your company and its subsidiaries primarily engaged in operations necessary for producing and distributing magazines and other periodicals, such as gathering, writing, and editing articles, and selling and preparing advertisements. These locations may publish magazines and other periodicals in print or electronic form. Also included are locations known as Internet publishers who produce or develop original, proprietary content and use the Internet as the primary means of distribution. The information may be updated on a continuous basis and the content may include multimedia offerings such as text, video, and audio. The content may be provided to users for free (e.g., advertising supported), on a subscription basis, or some combination.

Does the above coverage describe this firm's business activity?

0001 1 ☐ Yes – Continue with Item 32 ☐ No – Specify your business activity and continue with Item 3 ▸

0002

Item 2 NOT APPLICABLE TO THIS FORM

Item 3 REPORT PERIOD

Mark (X) the one box which best describes the period covered by your report.

0006 1 ☐ Calendar year – Go to Item 4A

If the data reported are for a period other than the "calendar year," please enter the beginning and ending dates.

2 ☐ Fiscal year3 ☐ Less than 12 months } →

From

To

1999			1998		
Month	Day	Year	Month	Day	Year
0007			0057		
0008			0058		

Item 4A REVENUE																								
Total Revenue _____ If book figures are not available, estimates are acceptable. Please refer to the enclosed instructions before making your entries.					Key code 002	1999 Bil. Mil. Thou. Dol.				Key code 052	1998 Bil. Mil. Thou. Dol.													
Item 4B SOURCES OF REVENUE Report all revenue before any items of cost of expenses are deducted, but after allowances for cash or other discounts, advertising agency commissions, newstand and carrier commissions, etc. Exclude intracompany transfers. <i>Enter "0" in items where applicable.</i> <i>Do Not combine data for two or more detail lines.</i> Electronic Sales — Refers to transactions in goods or services that your firm accounted for as sales and completed over an Internet, intranet, EDI, or other online system. Line 2a — Advertising sales from printed copies — Report revenue from creating and designing advertising campaigns that appear and/or are attached with printed publications (i.e., revenue from run of press and preprint advertising). Line 4 — Include revenue from marketing research services, revenue from renting and selling mailing lists and other related direct mail advertising services.										Estimates are acceptable if book figures are not available.					Key code 1. Single copy and subscription sales a. Print b. Electronic 2. Advertising sales a. Print b. Electronic 3. Contract printing 4. Other revenue 5. TOTAL (Note — The sum of lines 1 through 4 should equal total revenue reported in Item 4A.) 006	1999 Bil. Mil. Thou. Dol.				Key code 1. Single copy and subscription sales a. Print b. Electronic 2. Advertising sales a. Print b. Electronic 3. Contract printing 4. Other revenue 5. TOTAL (Note — The sum of lines 1 through 4 should equal total revenue reported in Item 4A.) 056	1998 Bil. Mil. Thou. Dol.			
Item 4C E-COMMERCE RECEIPTS/REVENUE (E-commerce receipts/revenue are sales of goods and services over an Internet, extranet, EDI, or other online system. Payment may or may not be made on-line.) Estimates are acceptable if book figures are not available.										1. Did your firm have e-commerce receipts/revenue during 1999 and/or 1998? <input type="checkbox"/> 0011 1 <input type="checkbox"/> Yes — Enter the date your firm began e-commerce sales. _____ <input type="checkbox"/> 0010 2 <input type="checkbox"/> No — Continue to Item 4D.					Month (i.e., June=06) Year (i.e., 1999=99)									
2. What were your firm's e-commerce receipts/revenue for 1999 and 1998? (Include e-commerce receipts/revenue in Item 4A. Exclude sales taxes.)										Key code 005	1999 Bil. Mil. Thou. Dol.				Key code 055	1998 Bil. Mil. Thou. Dol.								
Item 4D PURCHASED PRINTING Estimates are acceptable if book figures are not available.										Key code 620	1999 Bil. Mil. Thou. Dol.				Key code 670	1998 Bil. Mil. Thou. Dol.								
Item 4E EXPORTS Estimates are acceptable if book figures are not available. Note — An export is a tangible or intangible product (e.g., good, license agreement, reproduction right, service) that is sold or transferred to a customer or client (individual, government, business establishment, etc.) located outside the United States (i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. possessions). Include revenue from single copy and subscription sales, and advertising sales to customers or clients located outside the United States. Products transferred to, sold to, or services performed for unaffiliated and affiliated foreign firms (i.e., foreign parent firms, subsidiaries, branches, etc.) are included. Exclude products provided to domestic subsidiaries of foreign firms.										Did the revenue reported in Item 4A include any amounts received for exported services or products? <input type="checkbox"/> 0009 1 <input type="checkbox"/> Yes <input type="checkbox"/> 004 2 <input type="checkbox"/> No					Key code 004	1999 Bil. Mil. Thou. Dol.				Key code 054	1998 Bil. Mil. Thou. Dol.			

Item 5		INVENTORIES AT END OF YEAR		<div> <div>Estimates are acceptable if book figures are not available.</div> <div>Report inventories at cost or market value using generally accepted accounting methods.</div> </div>		a. Finished goods and work-in-process	Key code 621	End of 1999				Key code 671	End of 1998			
		Bil.	Mil.					Thou.	Dol.	Bil.	Mil.		Thou.	Dol.		
				b. Materials, supplies, fuel, etc.	Key code 622					Key code 672						
		c. TOTAL inventories		Key code 623					Key code 673							
Item 6		NUMBER OF LOCATIONS								1999 Number		1998 Number				
		Enter the total number of service locations covered by this report as of December 31, 1999 and 1998. _____								0012		0062				
Item 7		OWNERSHIP OR CONTROL		0014 Name of owning or controlling company												
		a. Does another firm own more than 50 percent of the voting stock or have the power to control the management and policies of this company?		Number and street												
				City, State, and ZIP Code												
		<div>0013</div> <div>1 <input type="checkbox"/> Yes</div> <div>2 <input type="checkbox"/> No</div>		<div>0015</div> <div>EIN</div> <div>-</div>												
		b. Did this firm acquire or merge with another company during 1999 or 1998?		0017 Name of company acquired or merged with												
				Number and street												
				City, State, and ZIP Code												
		<div>0016</div> <div>1 <input type="checkbox"/> Yes</div> <div>2 <input type="checkbox"/> No</div>		<div>0018</div> <div>Month</div> <div>Year</div> <div>0019</div> <div>EIN</div> <div>-</div>												
Item 8		REMARKS – Please use this space for any explanations that may be helpful in understanding your reported data. For any separate correspondence pertaining to this report, please include the IDENTIFICATION number shown in the address label area or at the top of the page.														
		0027														
Public reporting burden for this collection of information is estimated to average 1.0 hour per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden, to: Associate Director for Finance and Administration; Attn: Paperwork Reduction Project; Bureau of the Census; Room 3104, FB 3; Washington, DC 20233-0001. PLEASE INCLUDE FORM NAME AND NUMBER IN ALL CORRESPONDENCE. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget. This 8-digit number appears in the top right corner on the front of this form.																
Item 9		CERTIFICATION – This report is substantially accurate and has been prepared in accordance with instructions.														
		0020 Name of person completing this report – Please print		0021 Address (Number and street, city, State, ZIP Code)				0022 Telephone								
								Area code		Number		Extension				
		Signature of authorized person						0023 Fax								
								Area code		Number		Extension				
		0024 Title				0025 Date		0026 E-mail address								
Please return the completed form in the enclosed envelope. If you prefer, you may fax the completed form to 1-800-447-4613.																

SERVICE ANNUAL SURVEY INFORMATION SECTOR GENERAL INSTRUCTIONS

Your report should be completed and returned in the preaddressed envelope provided on or before the due date. If the report does not appear to apply to your kind of business or activity, describe your business or activity in item 1 and complete the remainder of the form as accurately as possible.

If filing within the required time frame will cause an undue burden and you would like an extension, or if you have any questions, please write to the

U.S. Census Bureau
1201 East 10th Street
Jeffersonville, IN 47132-0001

or call our Census Bureau representative in Jeffersonville, Indiana at 1-800-772-7851, weekdays from 8:30 a.m. to 5:00 p.m., eastern time.

Always include your identification number, located in the address label, in any correspondence.

**IF BOOK FIGURES ARE NOT AVAILABLE,
ESTIMATES ARE ACCEPTABLE.**

Please read all instructions before making your entries.

Report data for the calendar year(s) specified. If calendar year records are not available, we will accept fiscal year data. Please note, however, that we prefer estimates for the calendar year to book figures covering a different time period. Report all values in dollars (omit cents). Enter "0" in items where appropriate. Please do not combine data for two or more revenue lines.

For location(s) sold or acquired during the year(s) specified, report only for the period that the location(s) were operated by this firm.

SPECIFIC INSTRUCTIONS

Revenue

Report revenue for all services rendered and any sales of merchandise for the calendar year(s) specified, even though payment may have been received at a later date. Firms operating on a commission basis should report commissions, fees, and other operating income, not gross billings or sales.

Include –

- Total value of service contracts.
- Amounts received for work subcontracted to others.
- Market value of compensation in lieu of cash.
- Revenue from services performed by domestic locations for FOREIGN parent firms, subsidiaries, branches, etc.
- Dues and assessments from members and affiliates.
- Royalties, license fees, and other payments from the marketing of intangible products (e.g., licensing the use of or granting reproduction rights for software, musical compositions, and other intellectual property).

Exclude –

- Taxes (sales, amusement, occupancy, use, or other) collected directly from customers or clients and paid directly to a local, State, or Federal tax agency.
- Revenue from a domestic parent organization, or from franchise locations owned by others and any franchise or license fees.
- Rents from and revenue of separately operated departments, concessions, etc., which are leased to others.
- Revenue from customers for carrying or other credit charges.
- Commissions from vending machine operators.
- Revenue of foreign subsidiaries (those located outside the U.S., i.e., outside the 50 states, District of Columbia, U.S. Commonwealth Territories, or U.S. Possessions).
- Revenue from the sale of used equipment.
- Installment payments from leasing under capital, finance, or full-payout leases.
- Proceeds from the sale of real estate (land and buildings), investments, or other assets (except inventory held for resale).
- Contributions, gift, grants, and income from interest, rental of real estate, and dividends **except** for public broadcast stations and libraries.

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